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7 FEBRUARY 2020 ISSUE 338

A SPA BUSINESS PUBLICATION



## GWS releases 2020 trends report

Religion and wellness, medicinal music and circadian health are some of the GWS' predicted wellness trends, released in its **2020 Global Wellness Trends Report**.

The annual publication forecasts 10 new health and wellness trends for the year ahead, with individual chapters dedicated to each trend.

The trends are formulated in a collaborative effort between global wellness leaders, including academics, economists and CEOs of international corporations. They're also inspired by speeches from the GWS.

The report was authored by Susie Ellis, GWI Chair and CEO, Beth McGroarty, co-author and VP of research and forecasting at GWI, Judy Chapman, author and curator of The Karma Group, Peter Eadon-Clarke, advisor at Conceptasia, along with author Richard Panek and journalist Rina Raphael.

McGroarty said: "The GWS' trends report has a unique input which



■ Technologies designed to improve mental health are forecast as a potential trend in 2020

makes for a powerfully informed set of global predictions".

Other top trends include technologies designed to improve mental health and organised religion and wellness.

[READ MORE ONLINE](#)

“

**The report's unique input makes for a powerfully informed set of predictions**

Beth McGroarty



INITIATIVES

**Iceland's Prime Minister urges for wellbeing-based future**

Katrin Jakobsdóttir vouches for a wellbeing economy

[p7](#)



INSIGHT

**Humanising sadness can reduce its severity**

A study into sadness shows its affects on consumer choices

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## Healing Summit co-founder **Dr Elisabeth Ixmeier** introduces theme for 2020 conference

Co-founder of the annual Healing Summit event Dr Elisabeth Ixmeier, has announced the theme for the 2020 conference – 'The Power of Right Action'.

Running since 2014, the summit is an initiative of the Healing Hotels of the World, and brings together like-minded individuals who are drawn to collaborate, raise awareness and inspire change.

The two-day event will be held for the second year at the Pince Cliffs Resort in Albufeira, Portugal, following the success of last year's summit which saw 138 people from 28 countries gather to learn, connect and share their perspectives.



■ Ixmeier believes that healing begins as an individual pursuit

**The summit enables people to embark upon self-care and care for others – and for the planet**

Socially conscious speakers from the fields of investment, science,

travel, healing modalities, and mission-oriented organisations join together

with delegates to create a gathering of global influencers committed to doing good

"Each year, the summit empowers all who join us to act as 'healing agents', enabling us to embark upon self-care and care for others – and for the planet," said Ixmeier.

"Through the talks, workshops and interaction between all who attend, the event emphasises and illustrates that healing begins as an individual pursuit, which then naturally expands to include those people around us in our lives, in our community and in our world."

The 2020 conference will take place from the 18 to 19 May 2020.

[READ MORE ONLINE](#)

## CEO of Clinique La Prairie **Simone Gibertoni** confirms the Swiss brand's international development plans



■ Gibertoni said Madrid was the first step in the brand's plan to develop internationally

Simone Gibertoni, CEO of Swiss health and medical spa operator Clinique La Prairie, has recently revealed the brand's international development plans.

Gibertoni told *Spa Opportunities*: "Our ambition is to create city hubs which offer world-class medical, aesthetic and wellness services, underpinned by luxury Swiss hospitality, in the world's most cosmopolitan cities".

Established in 1931 in Montreux, Switzerland, the brand has recently opened

**Our ambition is to create city hubs which offer world-class medical, aesthetic and wellness services**

a 600sq m medi-spa in Madrid – called Clinique La Prairie – Aesthetics & Longevity Suites. The centre offers regenerative and non-invasive treatments and has four treatment rooms as well as two consultation rooms.

Clinique La Prairie has selected Swiss Perfection to supply treatments at the clinic.

"Our mission is to bring

our fusion of science and holistic wellness directly to our global clientele. Madrid is the first step in this plan" said Gibertoni.

"Madrid was the obvious choice to launch our first urban centre, because its vibrant, cosmopolitan and innovative culture aligns perfectly with our passion for helping people live longer, healthier lives."

[READ MORE ONLINE](#)

[Play Video](#)



■ Kuster will bring more than 30 years' experience to the role

**{ I'm honoured to partner with this team to create the next chapter of evolution and growth }**

## Canyon Ranch appoints **Jeff Kuster** as new CEO

**C**anyon Ranch has appointed Jeff Kuster as CEO.

Kuster brings more than 30 years' of global experience to his new position, including time with the Peace Corps in West Africa and Doctors Without Borders in Romania.

Prior to joining Canyon Ranch, Kuster held leadership positions at McKinsey & Company and more recently served as the group president of North America for the Ralph Lauren Corporation.

Kuster commented: "I was first introduced to Canyon Ranch as a guest at the Life Enhancement Center in

Tucson, and the unexpectedly profound and meaningful experience served as the catalyst for my interest in joining the company.

"Canyon Ranch has a history of forging deep connections with those who engage with it and I'm honoured to partner with this amazing team and the brand's dedicated ownership. Together we will create the next chapter of evolution and growth for Canyon Ranch".

Kuster will take up the job on 18 February 2020 and will begin his role at the Canyon Ranch headquarters in Fort Worth, Texas.

**READ MORE ONLINE**

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Elisabeth Ixmeier introduces the Healing Summit's theme for 2020, Simone Gibertoni confirms Clinique La Prairie's global development plans and Jeff Kuster appointed as new Canyon Ranch CEO

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## Psychologist **Adam Grant** announced as keynote speaker for ISPA Conference 2020



■ Grant is a psychology professor at Wharton School of the University of Pennsylvania

American psychologist Adam Grant has been announced as a keynote speaker for the 2020 ISPA Conference and Expo, scheduled for 14-16 October 2020.

As a professor of psychology at Wharton School of the University of Pennsylvania, he studies how we can find motivation and meaning to lead more generous and creative lives.

Grant has authored three books; *Give and Take*, *Originals* and *Option B*, which have

**Adam's message will encourage us as leaders to rethink how we help others succeed**

sold over a million copies worldwide and been translated into 35 languages. He has also contributed articles to *The New York Times*

In addition to consulting for clients such as Google and the Gates Foundation, Grant hosts a TED talk original podcast titled "WorkLife", which provides advice on how to make the most out of work, from learning how to

love criticism to harnessing frustration. In 2016, Grant also gave a TED talk on original thinkers and givers, which has since been viewed 16 million times worldwide.

"Adam's message on creating a culture of productive generosity will encourage us as leaders to rethink how we help others succeed", said ISPA president Lynne McNees.

[READ MORE ONLINE](#)

## **Jason Harding** welcomes new Talise spa at Jumeirah Beach Hotel in Dubai

Jason Harding, MD of Jumeirah Beach Hotel in Dubai has overseen, the launch of a new Talise Spa.

Dressed in beige and white marble, the 1,200sq m spa features ten treatment rooms and a VIP double suite with a Hammam.

Other facilities include a sauna, steamroom and relaxation areas as well as an outdoor spa terrace, which overlooks the ocean, with views of the Burj-Al-Arab and a group Hammam.

"We're very confident our new Talise spa will not only enhance our guest experience but also attract local residents of Dubai," said Harding. "The spa aims to redefine wellness by combining the



■ Harding said the new spa will redefine wellness

**We're confident our new spa will not only enhance our guest experience but also attract local residents**

wisdom of traditional holistic therapies and results-driven treatments with the scientific

power of the purest natural ingredients for bespoke face and body treatments".

The spa offers massages and facials, as well as cryotherapy treatments provided by London-based 111SKIN, using its specialised 111CRYO Collection. This range includes focused treatments and sports massages designed to release tension and revive fatigued muscles.

111SKIN was developed by Harley Street cosmetic surgeon, Dr Yannis Alexandrides.

Jumeirah is also offering treatments with products from Aromatherapy Associates, Ling New York and marocMaroc – a brand inspired by ancestral beauty customs with a range of products for Hammam treatments.

[READ MORE ONLINE](#)



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A smiling blonde woman with long hair, wearing a white button-down shirt, is the central figure of the image. She is looking directly at the camera with a warm, friendly expression. The background is a soft-focus indoor setting with light-colored walls and a hint of a window or doorway. The overall tone is professional yet approachable.

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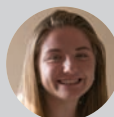
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■ Katrín Jakobsdóttir urged governments to take up green targets

{ **Our government has a wellbeing budget in the works, with priorities already having been identified** }

## Icelandic Prime Minister urges for wellbeing-based future

**K**atrín Jakobsdóttir, Prime Minister of Iceland, has urged for wellbeing to be given greater priority than GDP and economic growth.

Speaking at London's Chatham House international affairs think tank, Jakobsdóttir called for "an alternative future, based on wellbeing and inclusive growth".

She urged governments to take up both green and family-friendly targets, instead of just concentrating on economic growth.

Iceland is a member of the Wellbeing Economy Alliance (WEA), a recently formed global collaboration of

organisations, alliances and movements working to change the economic system so it delivers a wellbeing economy.

The organisation defines a wellbeing economy as one that delivers human and ecological wellbeing.

Writing for the *Evening Standard*, Jakobsdóttir confirmed that Iceland's government is also planning to finance this initiative, saying: "A wellbeing budget is in the works, with a number of priorities already having been identified. These include the improvement of mental health and reduction of carbon emissions".

**READ MORE ONLINE**

## NEW OPENING

### New wellness resort to open in Dolomites

A new hotel set in the mountains of South Tyrol in Italy is set to open this May, with a storied past and a focus on wellness.

Forestis is located in a historic building near Brixen in the UNESCO World Heritage-listed Dolomites.

Originally a sanatorium for lung diseases sufferers prior to World War One, the building had fallen into disuse until 2007, when South Tyrolean hotelier Alois Hinteregger discovered the building. He breathed new life into the property and opened it as a hotel in 2009.

Forestis will have 60 suites created almost exclusively from local materials, all of which have views of

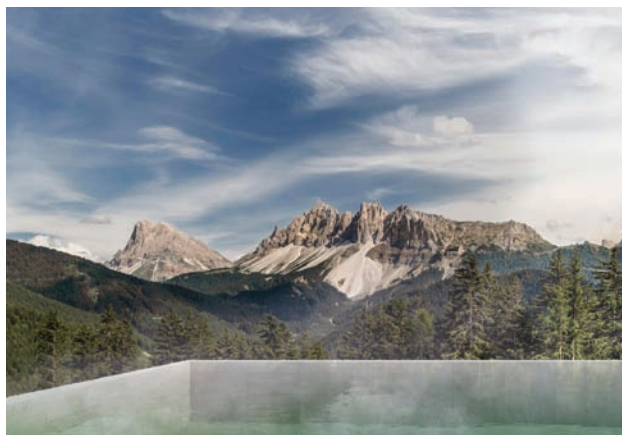
the mountain scenery.

Nature will also play a key role in the design and offer of the Forestis Spa. Treatments will be inspired by the surrounding forest, with body and facial treatments that draw on healing trees, stones and vibrations.

The spa includes a Wyda room for Celtic yoga, indoor and outdoor infinity pools, three saunas, salt steam bath, textile sauna, Kneipp bath, and relaxation spaces.

"We want to offer guests personally chosen experiences that move them and continue to resonate with them when they're back home again," says Stefan Hinteregger, the son of Alois Hinteregger.

[READ MORE ONLINE](#)



■ The spa is located among the mountains of South Tyrol



**We want to offer our guests personal experiences**

Stefan Hinteregger

## PROGRAMMING

### Earth-based rituals and sound baths at new Casa Madrona spa



**It's important for us to be at the forefront of wellness**

Pat Sorber

The Casa Madrona Hotel and Spa in Sausalito, San Francisco, has undergone a US\$2.5m dollar redevelopment and refreshed its treatment menu.

The 3,000sq m spa at the 64-room hillside hotel has three new treatment rooms, taking the total to eight.

New product partner Naturopathica is behind the menu refresh and is supplying treatments which promote holistic health.

The refreshed menu offers everything from traditional treatments such as massages and facials to sound baths.

In addition, spa manager Qadiri Zebrowski has curated four new wellness



■ The refreshed spa menu features soundbath treatments and four new wellness journeys

journeys for the menu which focus on water, sound, spirituality and astrology.

Pat Sorber, spa GM said: "As the field of wellness continues to evolve, it's important for us to be at the forefront of what's going. We're excited to set our sights on taking wellness to new heights."

[READ MORE ONLINE](#)



**REPORT**

# Luxury hotels generate more than double the revenue



**Spas are becoming influential assets for hotels and resorts**

Mia Mackman

Consultancy firm HVS has published its annual report which tracks spa performance and profitability from 2018 to Q3 2019.

The study sample was comprised of 59 hotels, with 22 defined as upper-upscale and 37 categorised as luxury.

The report was authored by Rodney Clough, senior MD at HVS and Mia Mackman, MD Spa and Wellness Consulting at HVS and founder of spa and wellness consultancy Mackman.ES.

Data shows luxury hotels have larger spas on average than those in the upper-upscale category, while



■ The report used a study sample of 59 hotels

the former was reported to feature an average of 13 treatment rooms, compared to the latter's 12 rooms.

It was also found that treatment room's average incomes for the year were US\$110,524 per room for upper-upscale hotels and US\$257,232 for luxury hotels.

"Spas are becoming influential assets for hotels and resorts" said the authors. "Understanding how these assets are performing plays a critical role in core strategic planning".

**READ MORE [ONLINE](#)**

**DESIGN**

# Origami installation at Four Seasons in Tokyo

Designer Jean-Michel Gathy has created a 3D origami-inspired feature wall for Four Seasons' spa sanctuary in its upcoming hotel in Japan – called Four Seasons Hotel Tokyo at Otemachi.

Dominating the spa lobby, the flowing paper structure appears to billow and sweep outwards and has been designed to calm guests as they enter the spa. Gathy's work is inspired by Japanese fashion designer Issey Miyake's flowing fabrics, as captured by photographer Namiko Kitaura.

The top-floor spa includes five private treatment rooms and has a wellness menu inspired by traditional

Japanese treatments designed to balance the mind and body. Guests will be able to enjoy facials, massages and signature experiences.

The multidimensional design will also be found throughout the 190-guestroom hotel, which is due to open on 1 July 2020. This will be Four Seasons' third Japanese property.

Opening "Four Seasons at Otemachi showcases next-generation luxury and lifestyle as we quite literally elevate the hospitality experience to a new level in the city," said Rainer Stampfer, Four Seasons president, hotel operations – Asia Pacific.

**READ MORE [ONLINE](#)**



■ This will be Four Seasons' third property in Japan

**Play Video**



**Four Seasons Otemachi showcases nextgeneration luxury**

Rainer Stampfer

## EVENTS

### GBWE announces new event partnerships

US-based wellness event Global Beauty and Wellness Exchange (GBWE) has announced a partnership with Hutchinson Consulting and Contento Marketing with the aim of bringing new buyers to the tenth annual event.

The three-day meet-up, to be held at Montage Palmetto Bluff, South Carolina on 24 February 2020, will include networking, one-on-one product vetting meetings and educational sessions designed to communicate best practice.

Hutchinson partner Michael Tompkins, who will invite executives from wellness and senior living facilities, said: "I'm excited to work with the GBWE to expand their reach

into the wellness and senior living industry sectors and look forward to working with new buyers and attendees".

Contento's principal Nancy Griffin will also bring members of the wellness and hospitality industry together for an interactive panel – "Beyond Spa: Expanding the Boundaries of Wellness & Hospitality".

New buyers who'll attend the event include representatives from wellness resort Amrit Ocean Resort and Residences in Palm Beach and Wellpoint Community, a mixed-use development that combines senior living with medical care and wellness programming.

[READ MORE ONLINE](#)



■ The three-day meet up will include educational sessions



**I will work with GBWE to expand their reach in the wellness industry**

Michael Tompkins

## RENOVATION

### Hotel Arlberg completes €5m renovation project in Austria



**The renovation has enhanced the relaxation experience**

Patrick Krummenacher

Architect Peter Staic has completed a year-long, €5m (US\$5.5m, £4.2m) renovation project at the family-run Hotel Arlberg alpine hotel and spa in Lech, Austria, with healthy paints, calming colours and natural materials.

"Our guests sleep in their rooms and relax in a spa, surrounded by colours that come from nature, not a lab," said Patrick Krummenacher, head of marketing and branding at Hotel Arlberg. "It completely enhances the relaxation experience".

The hotel's newly extended spa now features glass courtyards, relaxation rooms, a stainless-steel heated outdoor



■ The spa includes Dornbracht hydrotherapy facilities

pool with an integrated whirlpool and sauna and steamrooms.

There are also Dornbracht hydrotherapy facilities for horizontal water massages, chromotherapy, aromatherapy and multi-sensory water experiences.

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**APPOINTMENT**

## We Care Spa names Geurin as new GM

The We Care Spa in Desert Hot Springs, California, US, has named a new general manager.

Greg Geurin brings 25 years of experience in the hospitality industry to the position, most recently as general manager at The Inn at The Five Graces in Santa Fe, US. He also served on the pre-opening executive team for Sunrise Springs in Santa Fe, US.

We Care Spa is known for its programming centred on fasting, detoxification and education, and was



**New treatments and equipment will enhance guests' stay**

Greg Geurin

founded by Susana Lombardi Belen, in 1986.

"I want to be a part of taking an already-incredible guest experience and making it even better," said Geurin.

"We're going to focus on enhancing guests' stay with new treatments and equipment, along with continuing to provide superior service.

"There's no place like We Care Spa in the world. We're only going to make it better," said Geurin.

[READ MORE ONLINE](#)

**EXPANSION**

## Chenot reveals more details about Chenot Palace Weggis

Wellness operator the Chenot Group has revealed further details about its upcoming Swiss health and wellness destination, Chenot Palace Weggis which is scheduled to open on 1 May 2020.

Owned and managed by Chenot, the facility will include a 5,000sq m medical spa with a state-of-the-art diagnostic centre, created to offer a complete range of check-ups to thoroughly evaluate health status.

Guests will be offered three signature programmes – called Advance Detox, Recover and Energise and Prevention and Ageing Well.



■ The 5,000sq m medical spa is scheduled to open on 1 May 2020 in Switzerland



**It makes sense to have our flagship property in Switzerland**

Dr George Gaitanos

Each programme includes layers of holistic and systemic treatments to deliver the goals of the Chenot Method principle, which aims to protect the body from damage, toxin build-up and early ageing.

"As Chenot's a Swiss-based company, it makes sense to have our flagship property in the country", said Dr George Gaitanos, Chenot Group COO and scientific director.

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## spa & wellness news

### **SOCIAL SPACES**

## **Social wellness club opens in Los Angeles**

A “social wellness club” has opened in Los Angeles with the offering designed to help people reset mentally and physically from the stresses of modern-day life.

Designed by interior design firm Bells + Whistles, Remedy Place claims to be a new concept, rather than a spa or a clinic, where social interaction is combined with self-care. The destination is designed to “foster communal experiences and moments of sanctuary” with relaxation promoted throughout.



“  
**Wellness can  
and should be  
incorporated into  
people's social lives**

Dr Jonathan Leary

Guests can experience hyperbaric oxygen therapy, lymphatic drainage massages and an infrared sauna as well as a meditation space and semi-private lounges for rest and reflection during IV treatments.

“I wanted to create a place that was communal in nature, so that one can incorporate wellness into their social life – because the two can and should go hand in hand,” said Dr Jonathan Leary, founder of Remedy Place.

[READ MORE ONLINE](#)

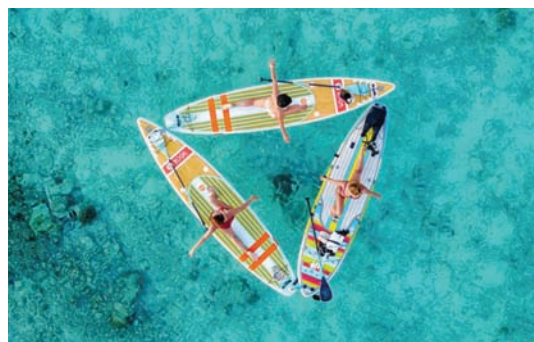
### **FITNESS CONCEPT**

## **First 'floating fitness studio' set to launch at Maldives resort**

Luxury resort Coco Bodu Hithi has revealed plans to launch the first “floating yoga studio” in the Maldives.

The resort is working with Beijing-based AquaX Academy – founded by lululemon China Ambassador Queenie Xiao – on the project, which looks to utilise the increasing popularity of floating yoga.

Floating yoga, also known as stand-up paddleboard yoga, utilises the principles of balance, strength, flexibility, and meditation. The practice allows guests to embrace the benefit of yoga in nature, while also participating in a demanding workout by



■ The fitness classes will be offered as of March 2020



“  
**This exercise regime  
change makes our  
members happier**

Queenie Xiao

constantly finding balance on the moving water.

Coco Bodu Hith and The AquaX Academy academy will begin offering the classes in March 2020.

Xiao said: “I believe that bringing workouts to water is an exercise regime change which makes our members happier. The challenge-seeking active society is looking forward to extending their practice to nature”.

[READ MORE ONLINE](#)

14-16 FEBRUARY 2020

## **Les Thermalies, the water and wellbeing exhibition**

La Sucrière, Lyon, France

A water and wellness show with a focus on thermal spas and thalassotherapy where attendees can market their products and host workshops.

Tel: + 33 (0) 1 77 37 63 24

[www.thermalies.com](http://www.thermalies.com)

16-17 FEBRUARY 2020

## **World Spa & Wellness Dubai**

Festival Arena, Dubai,  
United Arab Emirates

The World Spa & Wellness Dubai is marketed as the leading networking event for top-tier executives and owners of spas, hotels and wellness centres.

Tel: +44 (0) 207 351 0536

[www.worldspawellness.com](http://www.worldspawellness.com)

19-21 FEBRUARY 2020

## **ForumPiscine - 12th International Pool & Spa Expo and Congress**

Bologna Exhibition Centre,  
Italy

ForumPiscine is marketed as the only international event in Italy for the pool and spa industry. The event is organised by Editrice Il Campo and features a conference and exhibition for more than 7,500 delegates.

Tel: + 39 051 255544

[www.forumpiscine.it](http://www.forumpiscine.it)

24 FEBRUARY 2020

## **Global Beauty and Wellness Exchange**

Montage Palmetto Bluff,  
Bluffton, United States

Global Beauty Exchange brings together suppliers and buyers for personal networking, one-on-one product vetting meetings, and educational sessions designed to improve the way you do business.

Tel: + 1 415 987 0012

[www.globalbeautyexchange2020.converve.io](http://www.globalbeautyexchange2020.converve.io)



■ Cosmoprof organises a number of industry events during the year

12-16 MARCH 2020

## **Cosmoprof Worldwide Bologna Fair District, Bologna, Italy**

Cosmoprof Worldwide Bologna is a custom exhibition with three different areas dedicated to specific industries and distribution channels, with

each show opening and closing on different dates in order to facilitate the flow of visitor traffic and make the most of opportunities for networking and doing business.

Tel: +39 02 796420

[www.cosmoprof.com](http://www.cosmoprof.com)

4 MARCH 2020

## **UK Spa Association Spring Networking Event**

Carden Park Hotel, Chester, UK

Organised by the UK Spa Association, this event provides an opportunity for industry members to build their network, learn from other spa professionals and keep up with trends. Attendees will also be able to attend a range of educational sessions.

Tel: +44 (0) 01372 200 111

[www.spa-uk.org](http://www.spa-uk.org)

6-8 MARCH 2020

## **BEAUTY Düsseldorf**

Düsseldorf Exhibition Centre,  
Düsseldorf, Germany

A trade fair for cosmetics, wellness and spa professionals, which attracts around 55,000 trade visitors from 76 countries.

Tel: +49 (0) 211 / 4560-7602

[www.beauty-duesseldorf.com](http://www.beauty-duesseldorf.com)

8-10 MARCH 2020

## **International Esthetics, Cosmetics and Spa Conference - New York**

Javits Convention Center,  
New York, US

This conference is an opportunity for spa and wellness professionals to discover and buy products as well as build on industry knowledge at the event's Conference Program.

Tel: +1 212 895 8234

[www.iecsnewyork.com](http://www.iecsnewyork.com)

19-20 MARCH 2020

## **Wellness Tourism Summit**

Sofitel Noosa Pacific Resort,  
Noosa, Queensland, Australia

The Wellness Tourism Summit is designed specifically for wellness or tourism operators to grow their business and tap into the market.

[www.wellnesstourismsummit.com.au/tickets](http://www.wellnesstourismsummit.com.au/tickets)

# Conquering sadness

A recent study has proven that thinking of sadness as a person can reduce its effects and alter subsequent consumer behaviour

■ The study included six tests which involved a total of 1,059 participants



Spa operators could help guests reduce feelings of sadness, successfully conquer binge-eating challenges and improve self-control and discipline, using learnings from new research published in the *Journal of Consumer Psychology*.

Called *When sadness comes alive, will it be less painful? The effects of anthropomorphic thinking on sadness regulation and consumption*, the research found that thinking of sadness as a 'person' – what psychologists call anthropomorphising – can reduce its effects, according to teams at the University of Austin, Texas, Hong Kong Polytechnic University and Hong Kong Baptist University.

With mental wellness interventions and programmes becoming increasingly popular in the spa and wellness industry, this research and its approach could inform future treatments and help equip guests to take control of their emotions.

The research included six test studies which involved 1059 participants, 56 per cent of which were female and 44 per cent were male.

Each test involved subjects rating their level of sadness following different psychological prompts designed to induce sadness, such as writing about a sad event which had happened to them.

Anthropomorphic thinking leads to a feeling of detachment from the target emotion



■ Humanising sadness had a positive effect on consumer behaviour



## “ An individual who anthropomorphises sadness will also display better self-control in subsequent decisions about consumption ”

Participants were then asked to imagine sadness as a person and describe their characteristics and conclude by rating their levels of sadness again.

All six studies demonstrated that anthropomorphising sadness reduces its severity and changes behaviour.

Yang told *Spa Opportunities*: “We found that anthropomorphic thinking enables individuals to view sadness as an independent human being that is separate from them and consequently creates a feeling of detachment.

“As a result, an individual who anthropomorphises sadness will feel less sad and will also tend to display better self-control in subsequent decisions about consumption.”

Authored by Li Yang in Austin and Rocky Peng Chen and Fangyuan Chen in Hong Kong, the study explores how anthropomorphic thinking influences people’s experience of sadness and their

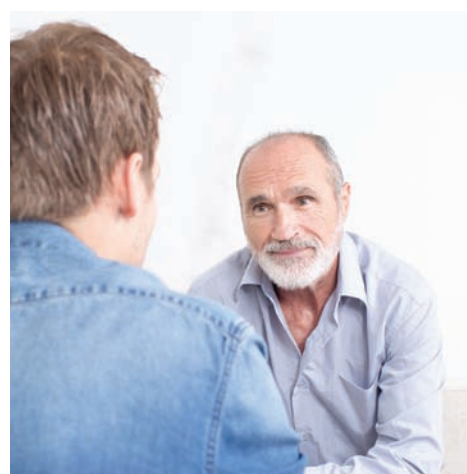
subsequent behaviour as consumers.

Previous studies have shown that someone feeling sad exhibits a desire for urgent reward and little willpower, such as succumbing to hedonic temptations or engaging in impulsive purchases.

The new study showed that humanising sadness counteracts these effects and has a positive impact on consumer decision-making as participants who were involved in anthropomorphic thinking experienced an increase in self-control.

“When faced with purchasing decisions, we found that participants were more likely to choose a product with practical features over an alternative with indulgent features, once they had anthropomorphised their sadness,” said the authors.

“This occurs because anthropomorphic thinking leads to a feeling of detachment from the target emotion.”●



■ Participants were asked to imagine sadness as a person and describe its characteristics



We believe that our treatments offer a credible, affordable and natural alternative for women seeking fertility treatment

Dr Vasilescu George



# Natural conception

Ensana is using water and mud from Romania's Bear Lake for fertility treatment packages



■ Tests conducted on patient's treated with the lake's mud and water revealed a correlating increase in their estrogen, progesterone and FSH levels

Treatments at Ensana's Sovata Health Spa Hotel in Romania are using healing mud and water from the neighbouring Bear Lake to create a 10-day programme

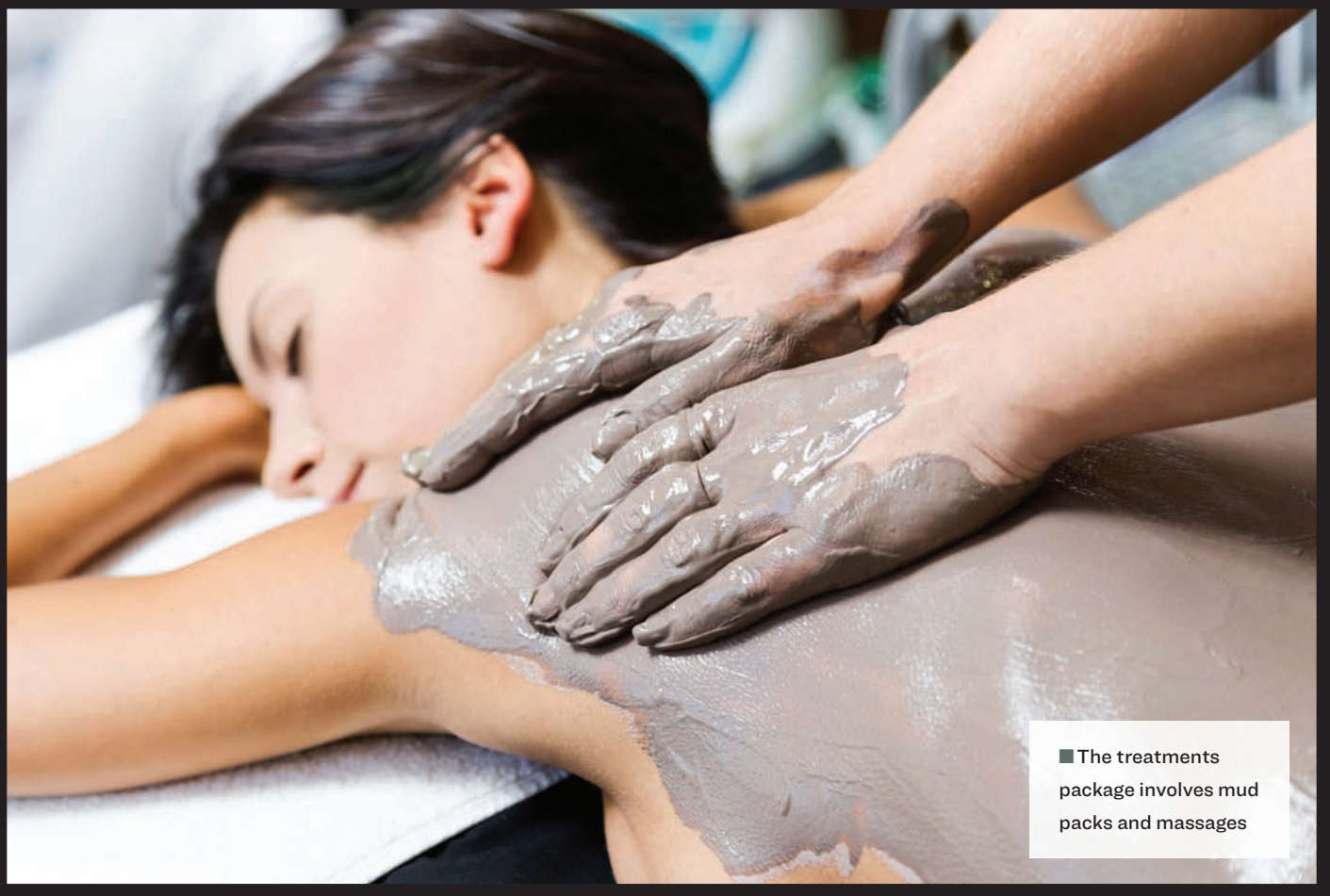
designed to help women conceive.

The fertility treatments, developed by the hotel's on-site gynecologist Dr Vasilescu George, a former IVF doctor, use a combination of 'mud tampons', salt water vaginal irrigation using highly concentrated salt water, salt water baths, external mud packs and massages to treat patients. A 10 day programme costs €800 (US\$882, £676).

Dr George has tracked data from 1,904 patients he treated over a six-year period from 2013-2019, and says 508 women – or 30.9 per cent – conceived after the treatment.

"The fertile properties of Bear Lake





■ The treatments package involves mud packs and massages

## “The fertile properties of Bear Lake have been rumoured for decades, but until now no one has been able to prove them”

have been rumoured for decades here, but until now, no one has been able to prove them,” says Dr George. “We’re only at the beginning of our research, but we’re enormously encouraged by what we’ve found and we believe our treatments offer a credible, affordable and natural alternative for women seeking fertility treatment.”

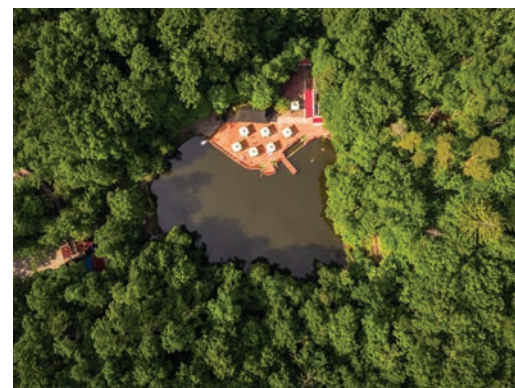
The treatments offered by Dr Vasilescu, who studied infertility treatments both in France and the US, fuse medical knowledge with an understanding of the unique, natural and historic healing properties of the lake.

The company reports that in 2011, tests on the mud and waters from Bear Lake analysed by a lab in Budapest revealed that it contained human-like estrogen and progesterone hormones, and that subsequent blood tests on patients treated using the lake’s

natural resources revealed a correlating increase not only in their estrogen and progesterone levels, but also in their levels of FSH – the human egg growth hormone. The high levels of salt in the lake are also said to aid fertility by providing an anti-inflammatory effect that helps enlarge fallopian tubes.

The timing for this treatment may be spot-on; the GWS has just named ‘The Fertility Boom’ as one of its 10 wellness trends for 2020.

“Fertility is no longer a taboo topic hushed about in doctor’s offices,” the report says. “The last few years saw incredible progress in this space on multiple fronts.” The GWS predicts that new ways of addressing fertility will have a meaningful impact on the US\$4.5 trillion global wellness industry, saying: “Fertility has reached a crisis point across the globe”.●



■ The €800 package includes treatments which incorporate mud and saltwater sourced from Bear Lake



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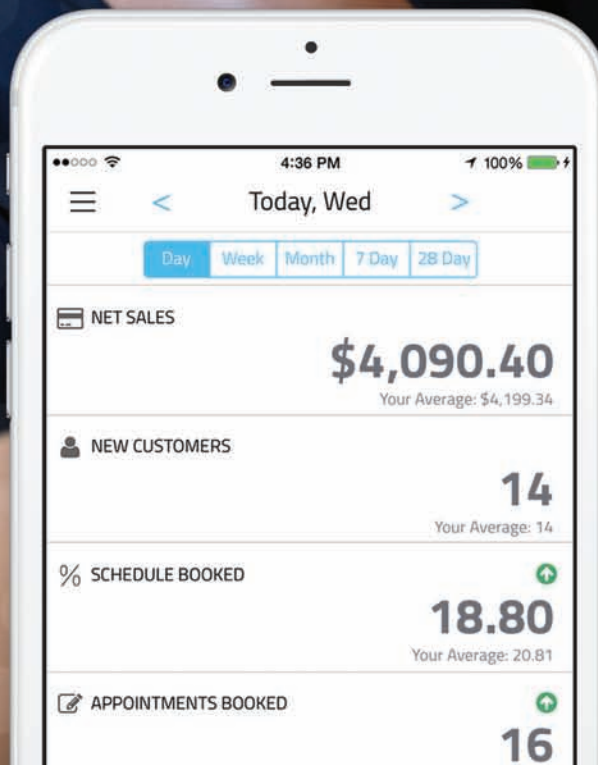




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# SUPPLIER NEWS

Suppliers tell Spa Opportunities about their latest product, design and technology launches

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■ The new treatments were inspired by the healing properties of warm sand at the beach

## Gharieni x Voya partnership offers 'truly mindful journeys' says **Clair Davidson**



■ Clair Davidson, Voya

Skin care brand Voya and equipment supplier Gharieni have joined forces to develop three treatments combining Voya's signature organic seaweed products and Gharieni's MLX Quartz bed – a treatment table inspired by the healing properties of warm sand at the beach.

"Voya's connection to the sea works perfectly with the Gharieni Quartz bed, which offers the benefits of a day spent at the beach – combined together, these treatments offer a truly mindful journey," says Clair Davidson, head of sales for Voya.

"The MLX Quartz bed works in synergy with our seaweed to give the guest optimum results from the treatments. Both the quartz and the seaweed have similar properties in that they aid detoxification and improve lymphatic flow, thereby promoting healing. The Quartz bed also has specialised heating methods that allow the vitamins and minerals found in Voya seaweed to be better absorbed."

The treatments include a massage on the Quartz bed using Voya products and combining pressure-point, Balinese and Hawaiian

techniques; a wrap and facial on the Quartz bed using Voya's Laminaria leaves; and a massage, wrap and facial, combining all three with an aim to boost overall wellbeing and promote lymphatic drainage and body balance.

"Combining the results-driven luxury products of Voya along with the fantastic possibilities of the Gharieni MLX Quartz bed elevates treatments to the next level," says Andreas Blum, head of treatment concepts at Gharieni.

**SPA-KIT KEYWORD**  
**GHARIENI**



## Maritza Rodriguez introduces Pevonia's 'No Rinse' body wraps



■ Maritza Rodriguez, Pevonia

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Natural skincare brand Pevonia has launched the No Rinse Body Wraps, two new eco-conscious body products, designed to deliver potent skincare benefits whilst conserving water.

An intense skin treatment, the wraps are designed to be used as part of a 50-minute professional treatment and are available in two options: the Cactus & Agave Vita Repair Body Wrap and the Crepe-No-More De-Ageing Body Wrap.

They feature no-rinse technology and are formulated with potent ingredients, such



■ The No Rinse body wraps are designed to absorb into the skin

as cactus, blue agave extract, longan fruit seed extract and marine collagen, that can be absorbed into the skin."

"We view sustainability as a way of life and recognise the importance of protecting the Earth's natural resources. The No-Rinse Wraps, our latest innovation, are 100 per cent

absorbable, eliminating the use of water - one great step towards the conservation of this precious resource." said Maritza Rodriguez, global VP of Marketing and Communications at Pevonia.

SPA-KIT KEYWORD

PEVONIA

## Margaret Dabbs on the brand's first vegan footcare range

Margaret Dabbs London, a results-driven beauty brand specialising in hand and foot care, has created Pure Feet, its first range of vegan products.

The five-piece collection consists of a restorative foot lotion, regenerating foot oil,

reviving foot soak, natural foot scrub and repairing nail and cuticle treatment cream.

The products are free from animal by-products, as well as harsh chemicals and preservatives, and are designed to target key foot

concerns such as dehydration and inflammation.

They are formulated with active natural ingredients, such as jojoba, hemp seed, calendula and buriti oils, to nourish, re-generate and protect the skin, while turmeric, oregano and manuka provide anti-bacterial and anti-fungal benefits.

The company has also recently launched Pure Gold Elixir for Feet, which combines the precious metal with botanical oils to restore and nourish the skin.

"I see this as a forward-thinking response to the need to cater for vegans and those looking for a green, yet effective alternative," said Margaret Dabbs, the company's founder.



■ Margaret Dabbs

"The Pure Feet collection will offer an exciting new dimension for both retail and professional spa services," she added.

The products retail from £15 – £25 (US\$20 – US\$33, €18 – €30) and are available now.

SPA-KIT KEYWORD

MARGARET DABBS



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MORE  
ONLINE

■ Margaret Dabbs London specialises in luxury foot care products



**Sandra Bryant, MD and founder of Ozone Therapy Worldwide, explains how spas can benefit from offering PEMF therapy**

Clients coming to spas want more than just to look good – they're seeking experiences that aid wellness, promote athleticism and boost their beauty regime. They also want to prevent ill-health by correcting oxidative stress and mitochondrial dysfunction.

I'm a big fan of high intensity Pulsed Electro-Magnetic Field (PEMF) devices, which are described as 'impulse' or 'spark gap' PEMF systems. These are widely used at wellness facilities the world over.

#### Directing energy waves

PEMF is widely studied and used within integrative medicine and therapy. The process involves directing energy waves at the human body.

Each of our trillions of cells vibrates at a certain frequency, balancing and continually recalibrating the body. Waves from a PEMF device communicate with each cell, in essence rebalancing our electrical and magnetic fields.

#### HUGO™ PEMF mats

The product I represent via my company, Ozone Therapy UK, is a pioneering nanosecond PEMF



Pulsed Electro-Magnetic Field devices rebalance the body



“High intensity PEMF is known to stimulate the mitochondria, the cell structures that orchestrate cellular energy production.”

wellness device called 'HUGO™', from manufacturer Signature Health.

This PEMF device utilises two mats, one above the body and one below. Users lie between these, creating a full-body, high-intensity session of nanosecond PEMF.

High intensity PEMF devices like this utilise higher intensity waveforms, and they're used for short durations of 10-15 minutes, depending on the manufacturer's instructions.

They affect the cells deep in the body by disturbing all the frequencies on the electromagnetic spectrum at once, and targeting the intracellular structures.

High intensity PEMF is known to stimulate the mitochondria, the cell structures that orchestrate cellular energy production, and to resolve mitochondrial dysfunction which is linked to a wide range of human disorders.

PEMF is also widely believed to improve skin health, and boost collagen production.

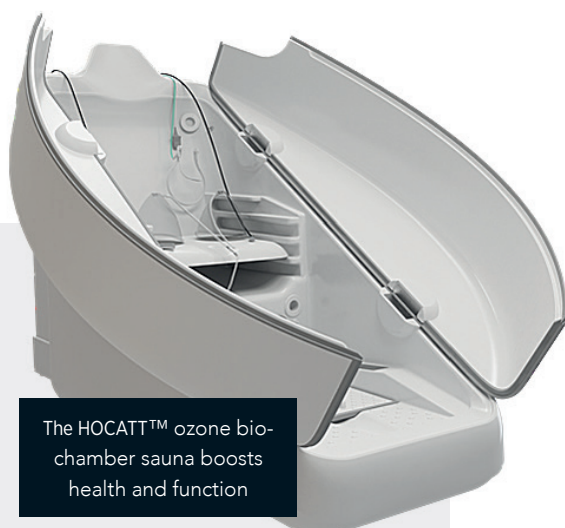
#### Steam/sauna cabinets

A further way to offer clients PEMF is with Signature Health's HOCATT™ ozone bio-chamber sauna which incorporates a high-intensity PEMF setting.

The HOCATT™ units – effectively steam/sauna cabinets – are designed to introduce ozone transdermally via the skin, with outcomes including boosting bodily health and function and also correcting oxidative stress which causes chronic inflammation.

The addition of a PEMF setting to HOCATT™ steam/sauna cabinets, among their many other modalities, is very exciting.

**SPA-KIT.NET KEYWORDS:**  
**OZONE THERAPY**



The HOCATT™ ozone bio-chamber sauna boosts health and function





# Best foot forward



Brian Paris

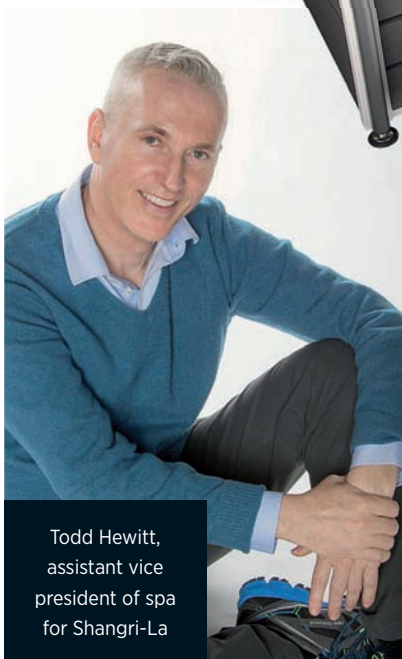
Living Earth Crafts has created a bespoke solution for one of its top clients – a convertible foot massage table. We meet up with Brian Paris to learn more

Spa equipment designers and manufacturers Living Earth Crafts are known for their innovative pieces as well as their customer service, but sometimes, those two qualities intersect, creating products that are truly unique.

Since LEC mills and manufacturers solely within their own factories, they often build products specifically for the resort and hotel groups they do business with. So when Todd Hewitt, assistant vice president of spa for Shangri-La, approached the company about creating a product to expand their foot massage rituals, Living Earth Crafts was ready to act.

“Living Earth Crafts has always been known for our ability to build truly bespoke furniture for our clients,” says Brian Paris, EVP of Living Earth Crafts. “We’ve been experiencing our strongest year ever in international sales, partly because we’ve worked so hard in recent years to deepen our relationships with our customers.”

Hewitt and Paris worked together to strategize on a concept for a foot massage table, which was built specifically for the Asian market, where foot massage is an important part of any spa treatment – often



Todd Hewitt,  
assistant vice  
president of spa  
for Shangri-La



Paris and Hewitt worked together to create the Pan Pacific table

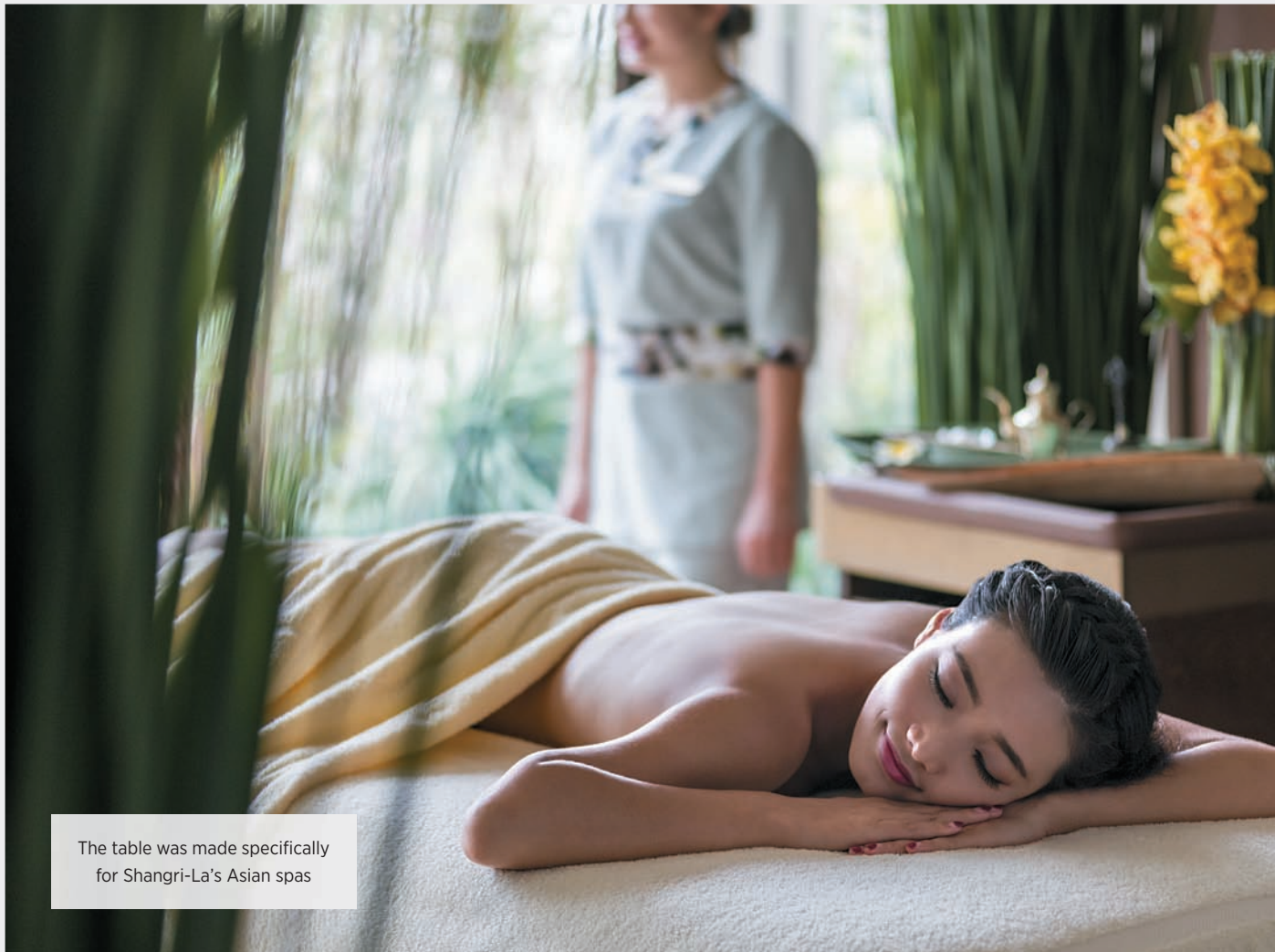
at the beginning of a spa ritual. Hewitt wanted a solution that would allow guests to enjoy a foot soak and massage from the same table as a traditional massage, making the transition from the ritual to the main treatment more seamless for the guest and therapist alike.

“Todd is a unique and brilliant spa strategist – he knows how to deliver exceptional services and is the ideal partner,” says Paris. “It only took a few design sessions, and we started to create this beautiful table, working in harmony with his protocols and service standards.”

The resulting product, created by the Living Earth Crafts design team, is the Pan Pacific Convertible Treatment

Table – a versatile, luxurious convertible couch with a plumbed foot soaking tub hidden beneath retractable cushions. The tub easily disappears under the table with the push of a button, meaning that after a foot massage or ritual, guests can relax back on the

{ Todd is a unique and brilliant spa strategist – it only took a few design sessions, and we started to create this beautiful table }



The table was made specifically for Shangri-La's Asian spas

plush table for the next part of their treatment.

The Pan Pacific also features LEC's Cloudfill upholstered slipcover; an embedded Caress self-adjusting facecradle; and whisper-quiet height adjustments and electric back-tilt, so it can be used for everything from Chinese foot massage to traditional massage, pedicures and manicures. Upgraded upholstery options are also available, as are flex arms, which allow the table to be used for seated treatments like pedicures.

"This was a piece specifically built for the Asian market, but it's the perfect example of Living Earth Crafts' ability to create a bespoke masterpiece for one of the world's most prolific and highly regarded spa operators," says Paris.

The product was so successful, Shangri-La is now rolling it out across all its spas around the world. "Living Earth Crafts is my go-to company whenever I need any spa equipment - whether traditional massage tables, pedi chairs or getting them to design something completely new on the market," says Hewitt. "Their customer service is outstanding, which is what has kept me as a loyal customer after all these years."

One of the reasons for that exceptional customer service may be that Paris has a unique understanding



The foot soak tub disappears under the convertible table

Creating extraordinary solutions has always been in the DNA of the company

of the clients' needs; before becoming a partner in Living Earth Crafts, he sold spa equipment, and before that, he was a Living Earth Crafts client.

"Living Earth Crafts has always been the innovator and listened to my needs," he explains. "Creating extraordinary solutions has always been in the DNA of the company. As a former spa director, it was vital to have unique, yet reliable furniture for my spa. As a builder and designer, there's nothing more enjoyable than helping create the perfect spa environment."

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## **Meet the Spa Opportunities team**



Liz Terry



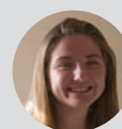
Astrid Ros



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[www.amspa.org.my](http://www.amspa.org.my)

## Bali Spa and Wellness Association

[www.balispawellness-association.org](http://www.balispawellness-association.org)

## Brazilian Spas Association

[www.abccspas.com.br](http://www.abccspas.com.br)

## Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

[www.bubspa.org](http://www.bubspa.org)

## Association of Spas of the Czech Republic

[www.jedemedolazni.cz](http://www.jedemedolazni.cz)

## The Day Spa Association (US)

[www.dayspaassociation.com](http://www.dayspaassociation.com)

## Estonian Spa Association

[www.estonianspas.eu](http://www.estonianspas.eu)

## European Spas Association

[www.espa-ehv.com](http://www.espa-ehv.com)

## Federation of Holistic Therapists (FHT)

[www.fht.org.uk](http://www.fht.org.uk)

## German Spas Association

[www.deutscher-heilbaederverband.de](http://www.deutscher-heilbaederverband.de)

## Hungarian Baths Association

[www.furdoszovetseg.hu/en](http://www.furdoszovetseg.hu/en)

## The Iceland Spa Association

[www.visitspas.eu/iceland](http://www.visitspas.eu/iceland)

## The International Medical Spa Association

[www.dayspaassociation.com/imsa](http://www.dayspaassociation.com/imsa)

## International Spa Association (ISPA)

[www.experienceispa.com](http://www.experienceispa.com)

## Irish Spa Association

[www.irishspaassociation.ie](http://www.irishspaassociation.ie)

## Japan Spa Association

[www.j-spa.jp](http://www.j-spa.jp)

## Leading Spas of Canada

[www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)

## National Guild of Spa Experts Russia

[www.russiaspas.ru](http://www.russiaspas.ru)

## Portuguese Spas Association

[www.termasdeportugal.pt](http://www.termasdeportugal.pt)

## Romanian Spa Organization

[www.romanian-spas.ro](http://www.romanian-spas.ro)

## Salt Therapy Association

[www.salttherapyassociation.org](http://www.salttherapyassociation.org)

## Serbian Spas & Resorts Association

[www.serbianspas.org](http://www.serbianspas.org)

## South African Spa Association

[www.saspaassociation.co.za](http://www.saspaassociation.co.za)

## Spanish National Spa Association

[www.balnearios.org](http://www.balnearios.org)

## Spa Association of India

[www.spaassociationofindia.in](http://www.spaassociationofindia.in)

## Spa & Wellness International Council

[www.iswic.ru](http://www.iswic.ru)

## Taiwan Spa Association

[www.tspa.tw](http://www.tspa.tw)

## Thai Spa Association

[www.thaispaassociation.com](http://www.thaispaassociation.com)

## The UK Spa Association

[www.spa-uk.org](http://www.spa-uk.org)

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